

*** Media Director Series ***
Radio Reach & Frequency Analysis

MARKET: ANY METRO ARB FALL 2006
 TARGET DEMO: ADULTS 25-54
 TAR DEMO POP: 268,619
 DAYPART: MON-FRI 6A-7P

DATE: 11-Nov-07
 FILE: RRF
 CLIENT: ANY CLIENT
 REMARKS: AUG-SEPT
 3 WEEK FLIGHTS

STATION	AVG QH PERS (00)	CUME PERS (00)	TOT SPOTS	COST PER SPOT	% NET REACH	NET RCH PERS (00)	GROSS IMPRS (00)	AVG FREQ	CPM NET REACH	COST PER GRP
WAAA-FM	70	620	14	\$ 150.00	14.7	395	980	2.5	\$53.13	\$57.56
WBBB-FM	60	511	14	\$ 120.00	12.4	333	840	2.5	\$50.39	\$53.72
WCCC-FM	50	322	11	\$ 95.00	7.9	213	550	2.6	\$49.17	\$51.04
WDDD-FM	42	424	16	\$ 90.00	10.1	270	672	2.5	\$53.27	\$57.56

TOTALS-	55	\$ 6,265.00	38.1	1024	3042	3.0	\$61.16	\$55.32
SCHEDULE COST-		\$ 25,060.00						

SCHEDULE/FLIGHT SUMMARY-	WEEK 1	WEEK 2	WEEK 3	WEEK 4
REACH %:	38.1	46.0	49.4	50.2
AVG FREQ:	3.0	4.9	6.9	9.0
GRPs:	113.2	226.5	339.7	453.0

QUINTILE/FREQUENCY DISTRIBUTION-	WEEK 1	WEEK 2	WEEK 3	WEEK 4
HEAVY-	6.7	11.1	15.5	20.3
MED/HEAVY-	3.7	6.2	8.6	11.3
MEDIUM-	2.4	3.9	5.5	7.2
MED/LIGHT-	1.3	2.2	3.1	4.1
LIGHT-	0.7	1.2	1.7	2.3
	3.0	4.9	6.9	9.0

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
TV Target Planner

MARKET: ANY MARKET
 DEMO: ADULTS 25-54
 CLIENT: ANY CLIENT

DATE: 25-Jun-07
 FILE: TVTP
 REMARKS: COMMENTS

-MORNING/DAYTIME-

TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="2"/>	TARGET GRPs:	<input type="text" value="100"/>
	<i>(MAX-78%)</i>				
-GRPs NEEDED:	35	-NET REACH %:	38.1	-NET REACH %:	43.4
-AVERAGE FREQ:	1.4	-GRPs NEEDED:	76	-AVERAGE FREQ:	2.3

-EARLY FRINGE/NEWS/PRIME ACCESS-

TARGET REACH:	<input type="text" value="50"/>	TARGET FREQ:	<input type="text" value="2.5"/>	TARGET GRPs:	<input type="text" value="125"/>
	<i>(MAX-90%)</i>				
-GRPs NEEDED:	90	-NET REACH %:	60.0	-NET REACH %:	56.6
-AVERAGE FREQ:	1.8	-GRPs NEEDED:	150	-AVERAGE FREQ:	2.2

-PRIME or COMBINATION DAYPARTS-

TARGET REACH:	<input type="text" value="40"/>	TARGET FREQ:	<input type="text" value="2.3"/>	TARGET GRPs:	<input type="text" value="120"/>
	<i>(MAX-95%)</i>				
-GRPs NEEDED:	53	-NET REACH %:	68.0	-NET REACH %:	61.0
-AVERAGE FREQ:	1.3	-GRPs NEEDED:	156	-AVERAGE FREQ:	2.0

-LATE NEWS/FRINGE/OVERNIGHT-

TARGET REACH:	<input type="text" value="25"/>	TARGET FREQ:	<input type="text" value="1.5"/>	TARGET GRPs:	<input type="text" value="75"/>
	<i>(MAX-75%)</i>				
-GRPs NEEDED:	38	-NET REACH %:	20.3	-NET REACH %:	37.2
-AVERAGE FREQ:	1.5	-GRPs NEEDED:	30	-AVERAGE FREQ:	2.0

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
TV Reach & Frequency Analysis

MARKET: ANY METRO/NIELSEN PROJECTIONS
 TARGET DEMO: ADULTS 25-54
 TAR DEMO POP: 362,000

DATE: 11-Nov-07
 FILE: MBA-TVRF
 CLIENT: DEMO
 REMARKS: SAMPLE

MORNING/DAYTIME ANALYSIS

SPOTS:	9	GROSS IMPRS:	67,332	AVERAGE FREQ:	1.3
GRPs:	18.6	NET REACH %:	14.6	COST PER GRP:	\$89.52
TOTAL COST:	\$1,665.00	NET REACH PERS:	52,671	CPM NET REACH:	\$31.61

EARLY FRINGE/NEWS/PRIME ACCESS ANALYSIS

SPOTS:	6	GROSS IMPRS:	109,324	AVERAGE FREQ:	1.1
GRPs:	30.2	NET REACH %:	26.3	COST PER GRP:	\$112.58
TOTAL COST:	\$3,400.00	NET REACH PERS:	95,206	CPM NET REACH:	\$35.71

PRIME/NIGHTTIME ANALYSIS

SPOTS:	3	GROSS IMPRS:	141,180	AVERAGE FREQ:	1.2
GRPs:	39	NET REACH %:	32.0	COST PER GRP:	\$184.62
TOTAL COST:	\$7,200.00	NET REACH PERS:	115,840	CPM NET REACH:	\$62.15

LATE NEWSFRINGE/OVERNIGHT ANALYSIS

SPOTS:	9	GROSS IMPRS:	184,620	AVERAGE FREQ:	1.8
GRPs:	51	NET REACH %:	29.1	COST PER GRP:	\$120.59
TOTAL COST:	\$6,150.00	NET REACH PERS:	105,342	CPM NET REACH:	\$58.38

SCHEDULE ANALYSIS

TOT SPOTS:	27	GROSS IMPRS:	502,456	AVERAGE FREQ:	2.2
TOT GRPs:	138.8	NET REACH %:	64.0	COST PER GRP:	\$132.67
TOTAL COST:	\$18,415.00	NET REACH PERS:	231,680	CPM NET REACH:	\$79.48

SCHEDULE/FLIGHT SUMMARY-

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
NET REACH %:	64.0	80.0	85.5	86.8
AVERAGE FREQ:	2.2	3.5	4.9	6.4

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
Newspaper Ad Analysis

PUBLICATION:	ANY NEWSPAPER	DATE:	21-Jun-07	
CIRCULATION:	192,176	FILE:	NAA	
AVG TARGET DEMO CIRC:	142,996	74.41%	CLIENT:	DEMO
FORMAT WIDTH:	6	NOTING CATEGORY:	INSURANCE	
FORMAT HEIGHT:	21.5	TARGET DEMO:	ADULTS 25-54	
AD COLUMN WIDTH:	5	TAR DEMO POP:	362,000	74.41%
AD INCH HEIGHT:	11.5	TOT MARKET POP 18+:	486,500	
TOT COL/INCHES:	57.5	READERS PER COPY:	1.333	
		REMARKS:	ARB METRO CIRCULATION	

	RATE #1	RATE #2	RATE #3	
COLUMN/INCH RATE:	\$42.00	\$36.00	\$18.00	
WEEKLY INSERTIONS [MAX 5]:	0	1	1	
ADD'L CHARGES (color,etc):	\$0.00	\$0.00	\$0.00	
COSTS:	\$0.00	\$2,070.00	\$1,035.00	\$3,105.00

-SINGLE INSERTION ANALYSIS -						
PERCENT OF PAGE	DEMO NOTING SCORE	NET DEMO READERSHIP	NOTED DEMO READERSHIP	AVG AD COST	AVG AD CPM	NET REACH
44.6%	28.0%	190,614	53,372	\$1,552.50		\$8.14

-MULTIPLE WEEKLY INSERTION ANALYSIS-		
# WEEKLY INSERTIONS-	1	2
NET DEMO REACH %-	52.7%	66.3%
NET DEMO READERSHIP-	190,614	240,174
NET GRPs-	52.7	105.3
NOTED DEMO REACH %-	14.7%	18.6%
NOTED DEMO READERSHIP-	53,372	67,249
NOTED GRPs-	14.7	29.5
AVERAGE FREQUENCY-	1.0	1.6

-TOTAL MONTH ANALYSIS-			
# WEEKLY INSERTIONS-	2		
# of SCHED WEEKS-	2		
TOTAL INSERTIONS-	4		
TOTAL NET GRPs-	210.6	59.0	-TOTAL NOTED GRPs
NET DEMO REACH %-	88.7%	24.8%	-NOTED DEMO REACH %
AVERAGE FREQUENCY-	2.4	2.4	-AVERAGE FREQUENCY
TOTAL COST-	\$6,210.00		

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
*** Magazine Reach & Frequency Analysis ***

MARKET: NATIONAL
 TARGET DEMO: WOMEN 35-64
 TARGET DEMO POP: 58,010,000

DATE: 1-Nov-07
 FILE: MAGRF
 CLIENT: DEMO
 REMARKS: SAMPLE
 ONE MONTH

#	PUBLICATION	RATE	TARGET DEMO CIRCULATION	CPM NET REACH	PUB # COMBOS	DUPLICATION PERCENT	PAIR DUPLICATION	GROSS IMPRESSIONS	COMBO NET REACH
1	GOOD HOUSEKEEPING- FP/4C	\$78,715.00	541,500	\$145.36	1 & 2	5.70%	49,809	873,836	824,027
2	METROPOLITAN HOME- FP/4C	\$63,200.00	332,336	\$190.17	1 & 3	7.10%	157,094	2,212,589	2,055,495
3	OPRAH MAGAZINE- FP/4C	\$101,910.00	1,671,089	\$60.98	1 & 4		-	-	-
4				\$0.00	1 & 5		-	-	-
5				\$0.00	2 & 3	5.00%	100,171	2,003,425	1,903,253
		\$243,825.00	2,544,925		2 & 4		-	-	-
					2 & 5		-	-	-
					3 & 4		-	-	-
					3 & 5		-	-	-
					4 & 5		-	-	-

NET REACH PERSONS- 2,254,872
 NET REACH %- 3.9%
 AVG FREQUENCY- 1.1
 TOTAL GRPs- 4.4
 AVG CPM NET REACH- \$108.13

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
Outdoor Reach & Frequency Analysis

MARKET: ANY METRO
 TOTAL MARKET POP (PERS 18+): 486,500
 *ADJUSTED MARKET POP (PERS 18+): 395,000
 TARGET DEMO: ADULTS 25-54
 TARGET DEMO POP: 362,000
 TARGET DEMO WEIGHTING FACTOR: 1.10

*ADJ MARKET COVERAGE: 81.19%
 *ADJ MARKET TAR DEMO POP: 293,916

DATE: 19-Oct-07
 FILE: MBA_OUTRF
 CLIENT: DEMO
 REMARKS: SAMPLE REPORT

SHOWING DAYS: 30

SHOWING TYPE	TOTAL BOARDS	AVG DEC PER UNIT	SHOWING COST	DAILY GRPs	AVG FREQ	NET REACH %	NET REACH PERSONS	CPM NET REACH	AVG CPP
POSTERS	5	15,300	\$5,600.00	21.1	10.6	65.9%	238,403	\$23.49	\$6.52
ROTARIES	1	55,000	\$7,600.00	15.2	10.2	49.3%	178,374	\$42.61	\$12.31
BULLETINS/PERMS	0	55,000	\$7,600.00	0.0	0.0	0.0%	0	\$0.00	\$0.00
TOTALS-			\$20,800.00	36.3	15.9	75.2%	272,093	\$76.44	\$17.35

QUINTILE FREQUENCY DISTRIBUTION-

HEAVY- 35.9
 MED/HEAVY- 19.9
 MEDIUM- 12.8
 MED/LIGHT- 7.2
 LIGHT- 4.0

 15.9

* POPULATION ADJUSTMENTS (IF ANY) REFLECT ACTUAL OUTDOOR MARKET COVERAGE.

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL

*** Media Director Series ***
Multi-Media Reach & Frequency Analysis

MARKET: ANY METRO
 TARGET DEMO: ADULTS 25-54
 DEMO POPULATION: 362,000

DATE: 25-Jun-07
 FILE: MBA-MMRF
 CLIENT: ANY CLIENT
 REMARKS: Radio @ 3 wks
 TV & Newspaper @ 2 wks

	Media Vehicle 1	Media Vehicle 2	Media Vehicle 3	Media Vehicle 4	TOTALS
	Radio	TV	Newspaper	Outdoor	
Net Reach:	38.6%	77.4%	24.8%	0.0%	89.6%
Avg Freq:	8.3	3.1	2.4	0.0	6.9
Budget:	\$22,455.00	\$23,620.00	\$6,210.00	\$0.00	\$52,285.00
GRPs:	321.1	240.2	59.0	0.0	620.3
CPP:	\$69.92	\$98.33	\$105.30		\$84.29
				Net Reach Persons:	324,259
				CPM Net Reach:	\$161.24

REPORT PREPARED BY: XYZ AGENCY
CONFIDENTIAL